

**Remarks/Arguments:**

This Amendment is provided to amend the specification, and no claims have been added or amended. No new matter has been added. Upon entry of this Amendment, claims 1-8 will be pending.

**Specification**

The Applicant has amended the specification at page 6, line 24 to correct a typographical error.

**Rejections of the Claims under 35 U.S.C. 103(a)**

The Examiner has rejected claims 1, 3, 4, 7 and 8 under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent Publication No. 2003-0044000 A1 to Kfoury et al., (hereinafter referred to as Kfoury) in view of U.S. Patent Publication No. 2002-0033836 A1 to Smith (hereinafter referred to as Smith).

Regarding claims 1, 7 and 8, the Examiner points to Figs. 1-4 of Kfoury as disclosing a direction detecting section (sensors) for detecting an orientation (of a manually rotatable keypad), a display controller for orienting and outputting a display based on the sensor outputs, and a display section for displaying the oriented data as either landscape or portrait. The Examiner further points to Smith as disclosing the determination of a display data size to be output based upon the detected direction, and therefore purportedly rendering the invention claimed by the Applicant in independent claims 1, 7 and 8 obvious.

That is, the Examiner points to Kfoury as disclosing a direction detecting section for detecting the direction in which the mobile terminal is placed as claimed by the Applicant in claim 1, and a method to do so in claims 7 and 8. However, Kfoury only discloses a system and method for detecting a keypad orientation, and does not disclose nor reasonably suggest a direction detecting section for detecting the

direction in which the mobile terminal is placed, or a method of detecting a direction in which the mobile terminal is placed.

The Kfoury reference only shows a method and apparatus for orienting the character input area keypad (102) and display image (110) of an electronic device. The keypad (102) of the electronic device is rotatable, and the terminal detects the rotation of the keypad through a sensor located at the bottom of the keypad. In addition, a display (104) of the electronic device is fixed, and a display image (110) displayed on the display (104) is rotated and displayed to correspond to the rotation of the keypad only, and not in response to the orientation of the device itself.

In Kfoury, the display image shown on the fixed display is rotated and displayed corresponding to the rotation of the separately rotatable keypad in the electronic device. Kfoury does not disclose nor reasonably suggest the rotation and display based upon the orientation of the electronic device itself. That is, the Kfoury reference does not disclose nor reasonably suggest a system and method for the display data on the display section to be turned and displayed in an upright direction according to the location in which the mobile terminal itself is placed.

The present application claims a picture display device comprising a direction detecting section generating first to fourth direction detecting signals according to the direction in which the mobile terminal is placed, a display controller for outputting display data in an upright direction, 90°, 180° and 270° to a display section according to the signals detected in the direction detecting section, and a display section for displaying the display data.

The direction detecting section detects the direction in which the mobile terminal including the picture display device is placed. Further, when the detected direction is the first direction, the display data is displayed in an upright direction, and when the detected direction is the second direction, the display data generated (as a full screen) is displayed in a direction rotated 90°. Moreover, when the detected direction is the third direction, the display data is displayed in a direction rotated 180°,

and when the detected direction is the fourth direction, the display data generated (as the full screen) is displayed in a direction rotated 270°.

As stated above, the Applicant claims a system and method for rotating and displaying the display data to correspond to the location in which the mobile terminal is placed in order to display the display data shown in the display section of the mobile terminal in an upright direction to enable a viewer to see. In other words, when the location of the mobile terminal is moved, the location of the display section of the mobile terminal is also moved to correspond to the mobile terminal. Accordingly, the display data displayed in the moved display section is turned and displayed to correspond to the moved location of the display section.

Accordingly, for the reasons noted above, the Applicant asserts that the Kfoury and Smith references, separately or in combination, do not disclose nor reasonably suggest each element as claimed by the Applicant in independent claims 1, 7 and 8. Accordingly, the Applicant respectfully requests the withdrawal of the rejection under 35 U.S.C. 103(a) of independent claims 1, 7 and 8.

The Examiner has rejected claim 2 under 35 U.S.C. 103(a) as being unpatentable over Kfoury in view of Smith, and further in view of U.S. Patent Publication No. 2001-0007469 A1 to Fuchimukai et al. (hereinafter referred to as Fuchimukai).

Regarding claim 2, the Examiner points to Kfoury as disclosing a magnetic reed switch for detecting device orientation and a direction detecting device for generating first, second, third and fourth signals, and points to Smith as disclosing sensor or switch using a movable magnet and Hall Effect sensors. The Examiner further points to Figs. 4-8 of Fuchimukai as disclosing a guide chamber with four extended portions, and therefore purportedly rendering the invention claimed by the Applicant in dependent claim 2 obvious.

However, for the reasons noted above, the Kfoury, Smith and Fuchimukai references, separately or in combination, do not disclose nor reasonably suggest each element as claimed by the Applicant in independent claim 1, from which claim 2 depends. Accordingly, the Applicant respectfully requests the withdrawal of the rejection under 35 U.S.C. 103(a) of dependent claim 2 for the same reasons.

Regarding claims 3 and 4, the Examiner points to Fig. 6 of Kfoury as disclosing a direction detecting section (sensors) in a folder housing or a main housing of a device, and therefore purportedly rendering the invention claimed by the Applicant in dependent claims 3 and 4 obvious.

That is, the Examiner points to Kfoury as disclosing locations for a direction detecting section for detecting the direction in which the mobile terminal is placed as claimed by the Applicant in claims 3 and 4. However, as noted above, Kfoury only discloses a system and method for detecting a keypad orientation, and does not disclose nor reasonably suggest a direction detecting section for detecting the direction in which the mobile terminal is placed.

The Kfoury and Smith references, separately or in combination, do not disclose nor reasonably suggest each element as claimed by the Applicant in independent claim 1, from which claims 3 and 4 depend. Accordingly, the Applicant respectfully requests the withdrawal of the rejection under 35 U.S.C. 103(a) of dependent claims 3 and 4 for the same reasons.

The Examiner has also rejected claims 5 and 6 under 35 U.S.C. 103(a) as being unpatentable over Kfoury in view of Smith, and further in view of U.S. Patent No. 5,612,732 to Yuyama et al. (hereinafter referred to as Yuyama).

Regarding claim 5, the Examiner points to Kfoury as disclosing a picture display device comprising a direction detecting section, a display controller and a display section, and points to Yuyama Fig. 3 as disclosing a camera module. The

Examiner further points to Smith as disclosing a device and method for changing orientation and configuration of a display device, purportedly rendering the invention claimed by the Applicant in independent claim 5 obvious.

That is, the Examiner points to Kfoury as disclosing a direction detecting section for detecting the direction in which the mobile terminal is placed as claimed by the Applicant in claim 5. However, as noted above, the Kfoury reference only discloses a system and method for detecting a keypad orientation, and does not disclose nor reasonably suggest a direction detecting section for detecting the direction in which the mobile terminal is placed, or a method of detecting a direction in which the mobile terminal is placed.

Accordingly, for the reasons noted above, the Applicant asserts that the Kfoury, Smith and Yuyama references, alone or in combination, do not disclose nor reasonably suggest each element as claimed by the Applicant in independent claim 5. Accordingly, the Applicant respectfully requests the withdrawal of the rejection under 35 U.S.C. 103(a) of independent claim 5.

Regarding claim 6, the Examiner points to Kfoury as disclosing a picture display device comprising a direction detecting section, a display controller and a display section, and points to Yuyama Fig. 3 as disclosing a tuner, decoder and video processing section. The Examiner further points to Smith as disclosing a device and method for changing orientation and configuration of a display device, purportedly rendering the invention claimed by the Applicant in independent claim 6 obvious.

That is, the Examiner points to Kfoury as disclosing a direction detecting section for detecting the direction in which the mobile terminal is placed as claimed by the Applicant in claim 6. However, as noted above, the Kfoury reference only discloses a system and method for detecting a keypad orientation, and does not disclose nor reasonably suggest a direction detecting section for detecting the

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direction in which the mobile terminal is placed, or a method of detecting a direction in which the mobile terminal is placed.

Accordingly, for the reasons noted above, the Applicant asserts that the Kfoury, Smith and Yuyama references, alone or in combination, do not disclose nor reasonably suggest each element as claimed by the Applicant in independent claim 6. Accordingly, the Applicant respectfully requests the withdrawal of the rejection under 35 U.S.C. 103(a) of independent claim 6.

Conclusion

In view of the above, it is believed that the application is in condition for allowance and notice to this effect is respectfully requested. Should the Examiner have any questions, the Examiner is invited to contact the undersigned attorney at the telephone number indicated below.

Respectfully submitted,

Ronald S. Grubb

Ronald S. Grubb  
Reg. No. 48,672  
Attorney for Applicant

Dated: December 14, 2006  
Roylance, Abrams, Berdo & Goodman, L.L.P.  
1300 19<sup>th</sup> Street, N.W., Suite 600  
Washington, D.C. 20036  
T: (202) 659-9076